

Request for Proposals for Long-Term Communications and Marketing Strategy for CAP4 Port Towns Community Health Partnership

Description:

Since 2009, the Port Towns Community Health Partnership (PTCHP) has invested resources under a grant from Kaiser Permanente and other funding, to provide better access to healthy food and active living to everyone who lives, works, studies and plays in the Port Towns of Bladensburg, Colmar Manor, Cottage City and Edmonston, MD.

This has included two youth development initiatives at Bladensburg High School with the Port Towns Youth Council (a community-based multi-school youth leadership program), two urban farms, a farmers' market, nutrition and cooking classes, four community gardens, systems-level changes and other related programs in the four Port Towns. The targeted audiences have included high school students and their families, senior citizens, families, the Latino community and other key stakeholders.

The PTCHP believes that creating a communications and marketing strategy for the PTCHP and its partners to measure future work will help our communities build strong initiatives to increase access to healthy food and active living.

In eight pages or less, each proposal must address how the following tasks can be accomplished:

- Narrative description of a proposed communications and marketing strategy for the PTCHP and its partners
- Rationale for using that approach
- Framework of the proposed communications strategy, including social media platforms (Facebook and Twitter need to be included)
- Framework of the proposed marketing strategy
- Tools to measure the impact of a communications plan
- Tools to measure the impact of a marketing plan
- Communications and Marketing Strategy Workshop's agenda, explanation of at least two exercises that will be used in the workshop and at least three web-based resources that the workshop's participants will be able to access for questions.
- Provide an overview on how PTCHP and its partners can gather analytical data on the number of readers/hits for each post, webpage and message in order to measure the impact of the method and message
- Proposed detailed budget of not more than \$22,000. The budget should provide a breakdown on labor, materials and other items.
- Bidder experience, including identifying key persons who will be involved in each phase of the work, and a summary of each person's experience and qualifications

Purpose of the RFP:

The PTCHP and its partners will use these tools, framework and lessons learned to further its work, including:

- engage the community to become aware of and support PTCHP's mission
- gather and correctly interpret data to better hone communications and marketing campaigns as well as messaging that PTCHP and its partners will be implementing to promote its mission to the general public and its target audiences within the Port Towns. The target audience include but not limited to: senior citizens, disabled community, elected officials, business owners, the health community, and students and their families.
- advance the PTCHP's and its partners' work
- publicize PTCHP's and individual partners' work
- share program successes, challenges and lessons learned throughout the community and with stakeholders

Deliverables under this RFP

PTCHP seeks a high-quality communication and marketing strategy that creates greater support of PTCHP's and its partners' mission. This easy-to-follow and easy-to-understand strategy will help guide PTCHP's and its partners' future communication and marketing campaigns. Under this RFP, the selected firm or individual will also train PTCHP and its partners with a one-day workshop on how they can best analyze the success of their communications and marketing campaign.

Optimally, the analysis would show longitudinal, quantitative, and qualitative data that directly measures the impact of PTCHP's communication and marketing campaigns. The three four deliverables under this RFP are:

- **Provide a communications and marketing strategic framework that the PTCHP and its partners to best reach the residents of the Port Towns.**
- **Provide a manual of no more than ten pages that expands how the PTCHP and its partners can promote its mission and message to the general public and targeted audiences within the framework and provide analytical tools that the PTCHP and its partners can use to measure the impact of the communications and marketing campaigns.** Since the work is being done by the four towns, four key nonprofits and at least ten other nonprofit organizations, the PTCHP need a framework to provide an overview of creating a successful communications and/or marketing campaign. All bidders must submit a framework that addresses how the PTCHP and partners can create a communications campaign (that includes social media) and a marketing campaign to promote its mission of creating better access to healthy food and active living within the four Port Towns.
- **Provide a five to ten page analysis on how PTCHP and its partners can gather analytical data on the number of readers/hits for each social media post, webpage and message in order to measure the impact of the method and message.**
- **Provide a written and detailed description of a one-day workshop.** The selected firm will need to include an agenda which includes at least two hands-on exercises to demonstrate tools that will be introduced, and at least three website resources that the participants can readily access to answer any questions after the workshop. The detailed description will

need to provide the detailed description to the PTCHP's program coordinator not less than one month before the scheduled date of the workshop.

- **Actual workshop at a location within the Port Towns.** The PTCHP will provide the space.

The report format and any web resources must be compliant with the Americans with Disabilities Act. PTCHP will be releasing the report to the public.

Timeline:

Target Timeline	
Release RFP	November 14, 2016
Bidders' Meeting	10 a.m. on Friday, Dec. 2, 2016
Deadline for proposals	5 p.m. on Friday, Dec. 16, 2016
Announcement of winner	January 20, 2017
Kick-off meeting	2 p.m. on January 27, 2016
Training Workshop	9 a.m. to 4 p.m. on February 24, 2017
Final deliverables due	5 p.m. on March 31, 2017

The timeline to the RFP is shown above. The bidders' meeting will be at the Town Hall of Edmonston, 5005 52nd Avenue, Edmonston. If circumstances warrant, milestones may shift. Those interested in this Request for Proposal should contact Kimberley M. Knox, Port Towns Community Health Partnership's Program Coordinator at 240-366-7542 or placematterspgc@gmail.com in order to be informed of any changes to the timeline. Indications of interest are not an obligation to submit a proposal. **All proposals with their detailed budget must be submitted by email at placematterspgc@gmail.com by the deadline.**

Deliverables:

The three core deliverables will be the summary report (no more than ten pages) with communication and marketing strategy, framework, analytics and tools that PTCHP and its partners can use to promote its mission with an additional one to two-page data-graphic summary, a detailed agenda for the training workshop and the actual full-day training workshop for the PTCHP's key stakeholders.

Partnerships:

PTCHP welcomes applications from individuals, firms, nonprofits and/or a collaborative.

Special Consideration:

Evaluators who are familiar with Prince George's County and have undertaken similar evaluations and/or worked with the American with Disability Act community and/or nonprofit groups will be given special consideration.

Audiences for the Completed Evaluation:

This evaluation will be used to help determine the future direction of the PTCHP. Primary audiences for the evaluation' results will be the four towns, the four key nonprofits (ECO City

Farms, End Time Harvest Ministries, Ecumenical Health Council and Prince George's County Food Equity Council), PTCHP and other key stakeholders.

Budget:

All bids greater than \$22,000 will not be considered. **Bidders should provide a detailed line item budget and budget narrative.** The successful bidder will receive half of the amount at the beginning of the contract and the second half of the amount when all of the deliverables have been delivered and approved by the PTCHP.

Contact:

Please contact Kimberley M. Knox, Project Coordinator, at placematterspgc@gmail.com or 240-366-7542 with any questions.